

RESUME



PERSONAL INFORMATION

Name	VÁZQUEZ LÓPEZ, ALLAN
Address	Paseo Maragall, 87, 08041, Barcelona, Cataluña, España
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Email	hello@allanvazz.com
Portfolio	allanvazz.com
Nationality	Spanish
Date of birth	02/01/1979

WORK EXPERIENCE

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| <ul style="list-style-type: none">• Date (2022 - 2022)• Name of employer• Type of company or sector• Position or position held• Main activities and responsibilities | <p>RSB Artesanía Digital</p> <p>Jordi Jiménez</p> <p>Digital Marketing Agency</p> <p>Digital Marketing Specialist</p> <p>Management of various agency accounts, creation and optimization of SEM campaigns in Google ADS, generation of reports in Data Studio and implementation of SEO strategies on-page and off-page. I have had the responsibility of leading marketing for various companies and brands using data analysis tools to create detailed and visually appealing reports. I am ready to apply my skills and knowledge in a new challenge in my career.</p> |
| <ul style="list-style-type: none">• Date (2022 - 2019)• Name of employer• Type of company or sector• Position or position held• Main activities and responsibilities | <p>Itae Psicología</p> <p>Josep Pla</p> <p>Mental Health (Psychology)</p> <p>Head of Marketing and Communication</p> <p>Analysis and implementation of a new global communication plan for the different companies that the ITAE Empresas.</p> <p>Implementation of a 360° marketing plan focused on attracting B2C leads in the mental health sector together with a digitalization plan for the company to adapt to the reality of the current health system. Development and strategy of all campaigns focused on the psychology sector with the implementation and opening of new communication and sales channels to generate engagement and create a healthy community.</p> <p>Web development. Automation of analytical reports. Google ads campaigns. Technical SEO positioning together with a keyword, link building and social positioning strategy.</p> |

WORK EXPERIENCE

- Date (2019 - 2017) Inesdi Digital Business School
- Name of employer Joana Sánchez
- Type of company or sector Digital Business School
- Position or position held Business Intelligence Manager
- Main activities and responsibilities
 - Internal CRM management of the company, design, implementation and optimization of recruitment marketing campaigns focused on both B2C and B2B audiences, calculating the most effective ROI for each of them.
 - Development, redesign and strategy of the entire email marketing campaign (segmentation, copy, launch of new products together with social media).
 - Analysis of the different metrics and KPI'S of the implemented actions, study and evaluation of new recruitment channels.
 - Inbound Marketing, Marketing Automation, Lead Nurturing, Lead Scoring and creation of a study plan for the buying and selling cycle of our clients.

- Date (2017 - 2016) Novva_ Marketing
- Name of employer Guillermo Lucini
- Type of company or sector Advertising Agency
- Position or position held Web & Graphic Design
- Main activities and responsibilities
 - Layout, design and development of multiple web projects. Implementation of the most appropriate strategy for each project, analyzing the results of a previous study to verify the feasibility of the project.
 - 360° management and direction of the projects, from the mockup prior to the final execution of the project, including budgets and direct contact with the client.
 - Development and creation of the Digital Analytics plan
 - Measurement Plan (KPI'S, objectives, etc.) plus the implementation plan (development with Google Tag Manager, advanced configurations in Google Analytics).
 - Audit and SEO consulting (Search Engine Optimization).
 - Development of WPO techniques and guidelines.
 - Creation, creation and design of reports via Google Data Studio, together with the implementation of A/B/N tests in Google Optimize, use of tools such as SemRush, Sistrix, Hotjar, Webceo, Optimizely, Mailchimp, Screamingfrog, Excel + VBA, etc.

- Date (2016 - 2012) AOB Auditores
- Name of employer Juan Bermúdez
- Type of company or sector Audit
- Position or position held Project Manager
- Main activities and responsibilities
 - Development of the web strategy and positioning of more than 80 websites of the AOB group together with the ETL International group.
 - Graphic and web design on the Wordpress platform of the more than 80 websites
 - SEO positioning with an increase from 3,000 to more than 10,000 monthly visits appearing in the GOOGLE, BING and YAHOO search engines with more than 100 keywords in the top positions.
 - Implementation of digital strategy focused on obtaining leads and requesting budgets.
 - Planning and content strategy for the BLOG
 - Web analytics with google analytics, wmt, moz and others.
 - Online marketing campaigns with mailchimp.

- Date (2010 - 2012)
- Name of employer
- Type of company or sector
- Position or position held
- Main activities and responsibilities

SmashTech
 Enric Pou
 Digital Events Organization
 Graphic Designer, UX-UI, Web and Digital Analytics
 Web design, Social Media strategy, definition of KPI'S and main measurement metrics. Creation of graphic pieces.
 Contact with the main Speakers of the Event
 Content strategy and contact with the main digital bloggers for promotion

- Date (previously)
- Name of employer
- Type of company or sector
- Position or position held
- Main activities and responsibilities

Various graphic design and large format studios

 Graphic design – Large format
 Graphic designer
 Graphic design
 Large format printing on different materials.
 Control of machinery.
 Direct deal with suppliers

EDUCATION AND FORMATION

- Date (2016)
- Name and type of organization that has provided the education or training
- Main subjects or occupational skills covered
 - Title of qualification awarded
 - Level reached in the national classification

Web Development (Front-end)
 Ironhack

 Git, Git-hub, Html5, Css3, Ruby on Rails, Sinatra, Javascript, Document object model.
 Ability to develop Web Apps and dynamic web platforms.
 UX-UI
 Front End Developer

- Date (2013)
- Name and type of organization that has provided the education or training
- Main subjects or occupational skills covered
 - Title of qualification awarded
 - Level reached in the national classification

Digital Analyst
 Inesdi Digital Business School

 Campaign measurement capabilities, conversion funnels, linking analytics with adwords, creation of dashboards.
 Digital Analyst
 Web Analytics

- Date (2011)
- Name and type of organization that has provided the education or training
- Main subjects or occupational skills covered
 - Title of qualification awarded
 - Level reached in the national classification

Digital Marketing and Social Media
 Inesdi Digital Business School

 Creation and development of digital strategy for companies, digital business plan, Social Media strategy, content structuring and long-term strategy development.
 Digital Marketing and Social Media
 Digital Marketing and Social Media

PERSONAL SKILLS AND ABILITIES	
NATIVE LANGUAGE	Catalan / Spanish
OTHER LANGUAGES	English High High High
<ul style="list-style-type: none"> • Reading • Writing • Oral expression 	
SOCIAL SKILLS	<p>Throughout my professional career I have developed the communication skills to be able to present the ideas in an organized way that I believed would be more effective for the development of each project, as well as being able to listen to the ideas of the group.</p> <p>Flexibility with which to adapt to changes in clients or the company.</p> <p>Ability to work in a fundamental team to be able to face projects in which tasks are divided into different departments and to be able to finish them successfully.</p> <p>Optimism, believing in oneself, knowing how to take risks and responsibilities, self-control.</p>
ORGANISING CAPACITIES	<p>Ability to manage and plan teams to be able to finish projects within delivery times.</p> <p>Organization and development.</p> <p>Customer orientation.</p> <p>Leadership, decision making, concern for order and quality.</p>
TECHNICAL ABILITIES	<p>My professional career has always been linked to the digital world, so my ability to learn the medium is fast and effective every time, whether self-taught or through courses, masters or postgraduates. Highlighting Wordpress, Adobe creative suite, Google web apps, analytics, different SEO tools, CRM such as Salesforce or global "Classlife" platforms specialized in training companies and a long list of alternative software Invisión, slack, git, sketch, hubspot, mailchimp ,adobe XD, Figma, etc...</p>
ARTISTIC SKILLS	Graphic design, web design, exhibitions, events.
ADDITIONAL INFORMATION	
DRIVING LICENSE	Driving license, A, A1, A2, B